

ABSTRACT OF THE DISCLOSURE

A windowed postcard mailer intermediate is provided so that the mailer can be processed by simplex printing, printing only on a single side. The windowed mailer intermediate of the present invention is printed with customer interaction indicia which may include a negotiable instrument such as check, coupon or the like or alternatively, the indicia may include response or interest surveys, membership cards or similar mailings intended to extract some sort of indication of interest by the recipient. The address is printed on the face of the mailer intermediate and upon folding of the intermediate about a fold line, the address is visible through a window cutout.